



Louise AUDE

Marketing Master's degree student,
Currently looking for a 3-month-minimum
internship from April 2021.



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LANGUAGES AND COMPUTING SKILLS

French : Native speaker

English : C1, TOEIC 955/990

Spanish : B1, Exchange semester in Valencia, Spain

Adobe Suite : Premiere Pro. Basic understanding of Photoshop & Lightroom.

Office suite : Word, Power Point, Excel

VOLUNTEERING

Volunteers coordinator: since 2010, for a non-profit organization against Cystic Fibrosis. Management of a food stand and a team of about ten high school students.

→ Manage a team ; Manage a schedule ; Raising funds.

Students associations

- **High school students mediator**, Jean Prevost High school, 2016-2017. Set up a mentoring program to fight school bullying.

- **Communication coordinator** (April 2018-May2020)

- Communication manager for the Student Office of GEA Grenoble

- Graphic designer for the Sports Office of Grenoble IAE.

→ Organizing and promoting student events for a minimum of 150 students ; Coordination with partner companies and sponsors ; Video content creation on Adobe Premiere Pro ; Creation of visuals with Canva, Photoshop, Lightroom.

HOBBIES

Arts :

- Piano (14 years)
- Theatre actress (for 5 years)
- Dancing (for 4 years)
- Choir singer (for 5 years)

Sports :

- Competitive cross country skiing (for 7 years)
- Alpine ski, tennis, running, surf, biking.

PROFILE

90%

TEAM PLAYER

85%

AUTONOMOUS

80%

FAST LEARNER

200%

MOTIVATED

WORK EXPERIENCE

-----DECEMBER 2019 - FEBRUARY 2020-----



Marketing Consultant Junior Consulting Grenoble IAE

Carrying out a marketing study to identify potential customers for a service (confidential).

- Elaboration and conduct of interviews aimed to understand and evaluate needs of potential customers
- Analysis of survey results
- Presentation of conclusions and proposals to the client.

-----SINCE JULY 2019 - SEASONAL WORK-----



Waitress for a crepes restaurant La creperie, Autrans

- Customer relations, sales
- Coordination and team spirit
- 150 customers on an average/day

-----JULY-DECEMBER 2018-----



Marketing and events intern Oxford English Academy - Cape Town, South Africa

Main Missions : Management of the school's student life and Marketing studies

- Carrying out 3 marketing studies (competition, market expansions) and making conclusions to the marketing team and general direction
- Running a charity event for homeless people in Cape Town
- Community Management
- Customer relations, sales.

EDUCATION

-----SINCE SEPTEMBER 2020-----



Master's degree Marketing, Sales- Grenoble IAE

In depth marketing training, aimed at defining a marketing strategy or identifying one's anomalies and points of improvement, as well as understanding consumer behaviors.

Consumers behaviours, Services marketing, Statistical analysis, Marketing research and management, Psychology, Digital Marketing.

-----SEPTEMBRE 2019 - JUIN 2020-----



Bachelor's degree in Resources Management - Grenoble IAE Exchange semester in Valencia, Spain

-----SEPTEMBRE 2017- JUIN 2019-----



2-year degree in business management and administration Grenoble

Hands on training in Logistics, Business law and taxes, Accounting and Costs analysis, Marketing, IT, Supply Chain, Intercultural management.

Following of an international cursus aiming to open students to the multi-cultural dimension of the business world. Requirement to complete a 6-month internship outside of Europe.